

NOV 18 1924

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MANHATTAN

Photoplay in 7 reels

Based on THE DEFINITE OBJECT

by Jeffery Farnol

*adapted*

~~Screen play~~ by Paul Sloane and Frank Tuttle

Directed by R. H. Burnside

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

"Manhattan" is 7 Reels—6,415 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present

**RICHARD DIX**

**"MANHATTAN"**

Based on "The Definite Object" by Jeffery Farnol

Directed by R. H. Burnside

Screen play by Paul Sloane and Frank W. Tuttle

A Paramount Picture

PURPOSE: To Help You Sell the Picture

## Richard Dix's First Star Pic Should Ring the Bell at H

### Fine Action Comedy-Drama, Laid in New York's "Hell's Kitchen"

#### Jacqueline Logan, Gregory Kelly in Supporting Cast

Adapted by Paul Sloane and Frank  
Tuttle from the Novel, "The  
Definite Object", by  
Jeffery Farnol

*Directed by R. H. Burnside*

**A** BORED young millionaire ventures down from his Fifth Ave. mansion to New York's East Side gang district in search of a thrill. He finds it—with a vengeance. By a queer trick of fate he is plunged into a maelstrom of gang fights and underworld intrigue, and for a little while he becomes a denizen of "Hell's Kitchen" under the nom de crime of "Gentleman George."

What a role for Richard Dix in his first starring picture! "Manhattan" is the first directorial work of R. H. Burnside, creator of the marvelous spectacles at the New York Hippodrome. Jacqueline Logan, you remember her in "The Light That Failed," etc., and Gregory Kelly, who appeared on the stage in the Tarkington plays, "Seventeen," "Tweddles" and "Clarence" and in "Little Jesse James," head the strong supporting cast. This is Kelly's first screen work.

The production is an adaptation by Paul Sloane and Frank Tuttle of the popular novel, "The Definite Object," by Jeffery Farnol. The author drew his characters from life. Farnol, as a struggling free-lance, was a scene painter back stage in the Astor Theatre, N. Y., by day and by night he hob-nobbed with gangsters and gunmen in Hell's Kitchen. He lived there, slept there and absorbed all the color and atmosphere of the gangster's world. "Manhattan" is authentic!

### Cast

Peter Minuit.....	RICHARD DIX
Mary .....	Jacqueline Logan
Spike .....	Gregory Kelly
Bud McGinnis.....	George Seigmann
Joe Madden.....	Gunboat Smith
Brimberton .....	Oscar Figman
Mrs. Trapes.....	Edna Mae Oliver
Housekeeper .....	Alice Chapin

### Synopsis

**PETER MINUIT**, a wealthy young idler, longs for romance and adventure. He is bored by the dull routine of society life, the

Dix Tells What He  
Thinks of "Manhattan"



Richard Dix  
in the Paramount Picture  
"Manhattan."

Production Mat IPA

**I** DON'T like to appear to boast unduly, particularly in my first starring effort for Paramount, but this picture "Manhattan" certainly has a wallop in it. It comes very near being a knockout and no mistake.

"You'll appreciate what I mean when you watch the gymnasium scene between Gunboat Smith, the old heavyweight warhorse (himself) and yours truly. I'm supposed to offer him \$100 every time he knocks me down. We trained for three weeks to put that scene over, and when the bell rang and the cameras started to grind, we really went to it.

"Talk about a picture with a punch! This one has a couple of dozen for me. When the "gunner" let loose his heavy artillery on my chin, I took it. Mr. Burnside, the director, will tell you it wasn't a fake, either. And when I accidentally socked Mr. Smith on the jaw, he took it. That's all I remember. That scene has enough action in it to put almost any picture across."

Richard Dix.

"Manhattan," adapted for the screen by Paul Sloane and Frank Tuttle from the novel, "The Definite Object," by Jeffery Farnol, opens a .. days' run next..... at the..... Theatre.

### Picture Facts

#### Star

**RICHARD DIX.** Manhattan is his first starring production for Paramount. He recently scored a big hit in "Winners Heaven," in which he was featured with Bebe Daniels.

#### Director

**R. H. Burnside.** This picture is likewise his first directorial work under the Paramount banner. It was Burnside who staged all the gorgeous spectacles at the New York Hippodrome.

#### Author

**Jeffery Farnol.** "Manhattan" is an adaptation of his novel "The Definite Object," which the author describes as "a story of New York."

#### Scenarists

**Paul Sloane and Frank Tuttle.** Sloane adapted "Over the Hill" and other big successes for screen. Tuttle is both screenwriter and director. It was he who directed Bebe Daniels in "Dollars and Cents."

#### Cameraman

**Hal Rosson,** who photographed "The Story Without a Name."

#### Support

**Jacqueline Logan,** Gregory Kelly, George Seigmann, Gunboat Smith, Oscar Figman, Mae Oliver, Alice Chapin.

#### Type of Story

Romantic comedy-drama set on the sidewalks of New York. "Hell's Kitchen" section of Manhattan, gangland's Paris. A story brimful of fast-moving action and heart-appeal.

#### Big Scenes

Action? Man, this picture doesn't let up for a minute from start to finish! Place a young son of wealth on a street anywhere in Hell's Kitchen and boy, he's got to fight! And Richard Dix puts on the gloves with Gunboat Smith and then sails in with Bud McGinnis with all his good looks and handles off the seats.

Imagine yourself a young aristocrat sitting idly at home, longing for something a bit out of the ordinary to happen and then a crook enters by the window, capture him, convince him you're quite a safe-blower and then suggest you tear up—all this for a thrill. That's just what Dix does in "Manhattan." What a picture!

Jacqueline Logan supplies the



# SHEET

Adolph Zukor and Jesse L. Lasky present  
**RICHARD DIX**  
 IN  
**"MANHATTAN"**  
 Based on "The Definite Object" by Jeffery Farnol  
 Directed by R. H. Burnside  
 Screen play by Paul Sloane and Frank W. Tuttle  
 A Paramount Picture

To Help You Sell the Picture to the Public.

## Star Picture "Manhattan" Sell at Box-Office Everywhere

### Picture Facts

### Program Paragraphs

### PUTTING IT OVER RIGHT

**Star**  
**RICHARD DIX.** "Manhattan" is his first starring production for Paramount. Dix recently scored a big hit in "Sinners in Heaven," in which he was featured with Bebe Daniels.

**Director**  
 R. H. Burnside. This picture is likewise his first directorial work under the Paramount banner. It was Burnside who staged all the gorgeous spectacles at the New York Hippodrome.

**Author**  
 Jeffery Farnol. "Manhattan" is an adaptation of his novel, "The Definite Object," which the author describes as "a romance of New York."

**Scenarists**  
 Paul Sloane and Frank Tuttle. Sloane adapted "Over the Hill" and other big successes to the screen. Tuttle is both screen writer and director. It was he directed Bebe Daniels in "Dangerous Money."

**Cameraman**  
 Hal Rosson, who photographed "The Story Without a Name."

**Support**  
 Jacqueline Logan, Gregory Kelly, George Seigman, Gunboat Smith, Oscar Figma, Edna Mae Oliver, Alice Chapin.

**Type of Story**  
 Romantic comedy-drama of the sidewalks of New York, laid in "Hell's Kitchen" section of Manhattan, gangland's Paradise. A story brimful of fast-moving action and heart-appeal.

**Big Scenes**  
 Action? Man, this picture doesn't let up for a minute from start to finish! Place a husky young son of wealth on his own anywhere in Hell's Kitchen and, boy, he's got to fight! And when Dix puts on the gloves with Gunboat Smith and then sails into Bud McGinnis with all he's got, audiences will fairly break the handles off the seats.

Imagine yourself a young aristocrat sitting idly at home longing for something a bit out of the ordinary to happen and then to have a crook enter by the window, capture him, convince him you're quite a safe-blower yourself and then suggest you team up—all this for a thrill! That's just what Dix does in "Manhattan." What a picture this!

Jacqueline Logan supplies the

Use the Following in Your House Organs or as  
 Extra Advertising Catchlines

**EXCITEMENT** was what Peter Minuit wanted—and he got it—plus. So do you in Richard Dix's first starring picture for Paramount, "Manhattan."

He thought the stodgy little island of Manhattan was just about the most matter-of-fact thing ever—and then one day **real adventure** crept in through his living room window, masked and automatic in hand. And then things began to happen!

See Richard Dix in "Manhattan" at the..... Theatre next..... Jacqueline Logan and Gregory Kelly have principal supporting roles.

One of Paramount's Famous 40.  
 The first picture to be directed by R. H. Burnside, who staged all the spectacular productions at the New York Hippodrome.

A story of New York by a New Yorker. Hell's Kitchen, the only district of its kind on the face of the earth. See it in "Manhattan," starring Richard Dix, a romantic comedy-drama of New York's gang world that is **different**, with a big all-star cast.



## Richard Dix

in  
**"MANHATTAN"**

Presented by  
 Adolph Zukor  
 Jesse L. Lasky



**REST OF BILL**

**NOW** Dix is a star! See his first starring picture and you'll say he's the *real thing*! Ready to take his place beside Valentino and Meighan in your gallery of favorite screen stars.

Based on "The Definite Object" by Jeffery Farnol - - - Directed by R. H. Burnside - - Screen play by Paul Sloane and Frank W. Tuttle

Two-column Supplementary Press Ad 2AS

## Big Exploitation Tie-up

**DON'T** fail to take advantage of the big national tie-up arranged for you by Paramount's exploiters with the Manhattan Shirt Company. Here is illustrated the beautiful window card which that concern is sending to all its dealers, and those dealers constitute the finest haberdasheries, men's clothing stores and department stores in every city and town in America.

The Manhattan Shirt Company has already written their dealers explaining to them how they can profit by co-operating with you, have sent tie-

up exploitation suggestions for window displays, contests, newspaper ads, material for distribution, etc., and have enclosed one of the Paramount heralds with a sample tie-up ad on the back.

See immediately the Manhattan Shirt dealers in your town. Order plenty of window display material for them from our Ad Sales Department. Help make the tie-up as profitable to them as to your theatre. Other suggestions bottom of next column.

"Manhattan."  
 Here is Richard Dix's first Paramount starring production. Get a picture of Dix and frame it in a big star and hang it in your lobby.

For a novel teaser ad in the newspapers—Run a picture of a man (MAN), a hat (HAT), then one of a fellow all sunburned (TAN). Tell them it's Richard Dix's first Paramount picture as a star, coming to the..... on.....

There are some great stills on "Manhattan" showing Dix sparring with Gunboat Smith, the old war-horse of the prize ring. Local sporting goods stores will be glad to give you a window display.

Another idea—with the novelty stores: Dix and Gunboat playing mah jongg with boxing gloves—and in all seriousness.

Take a look at the colored herald on this production. Richard Dix is inviting your patrons to attend a party in "Manhattan." And what a party it is! Hop onto the heralds. They're cheap!

Carry the above idea out through the mails, too. Get cards printed (imitation engraving) "You are cordially invited to attend my coming out party in "Manhattan," next....."

(signed) Richard Dix  
 For a prologue—a boxing match or ventriloquist act. Dix gets over some real funny stuff with a ventriloquist's dummy in "Manhattan."

For the kiddies—a donkey party (pinning the tail on the donkey), with suitable prizes for the winners. This is one of the many laugh scenes in the picture.

Dix poses as the safe-cracking "Gentleman" George in "Manhattan." How about a couple of letters or cards to the effect, "Will be in..... on..... Keep your eyes open and your wallets closed, Gentleman George." Or "Gentleman George, terror of 'Manhattan,' said to be due in..... next....."

Then any number of trick ads: "Have you seen 'Manhattan'?" "Take a trip to 'Manhattan.' It's down at the..... Theatre all week."

Richard Dix, as a featured player in the big casts of Paramount pictures, was one of the most popular of the younger leading men on the screen and Richard Dix, as a star, is going to prove even more popular—if





# Kelly in Supporting Cast

Adapted by Paul Sloane and Frank Tuttle from the Novel, "The Definite Object", by Jeffery Farnol

Directed by R. H. Burnside

**A** BORED young millionaire ventures down from his Fifth Ave. mansion to New York's East Side gang district in search of a thrill. He finds it—with a vengeance. By a queer trick of fate he is plunged into a maelstrom of gang fights and underworld intrigue, and for a little while he becomes a denizen of "Hell's Kitchen" under the nom de crime of "Gentleman George."

What a role for Richard Dix in his first starring picture! "Manhattan" is the first directorial work of R. H. Burnside, creator of the marvelous spectacles at the New York Hippodrome. Jacqueline Logan, you remember her in "The Light That Failed," etc., and Gregory Kelly, who appeared on the stage in the Tarkington plays, "Seventeen," "Tweedles" and "Clarence" and in "Little Jesse James," head the strong supporting cast. This is Kelly's first screen work.

The production is an adaptation by Paul Sloane and Frank Tuttle of the popular novel, "The Definite Object," by Jeffery Farnol. The author drew his characters from life. Farnol, as a struggling free-lance, was a scene painter back stage in the Astor Theatre, N. Y., by day and by night he hob-nobbed with gangsters and gunmen in Hell's Kitchen. He lived there, slept there and absorbed all the color and atmosphere of the gangster's world. "Manhattan" is authentic!

## Cast

Peter Minuit.....	RICHARD DIX
Mary .....	Jacqueline Logan
Spike .....	Gregory Kelly
Bud McGinnis.....	George Seigmann
Joe Madden.....	Gunboat Smith
Brimberton.....	Oscar Figman
Mrs. Trapes.....	Edna Mae Oliver
Housekeeper .....	Alice Chapin

## Synopsis

**P**ETER MINUIT, a wealthy young idler, longs for romance and adventure. He is bored by the dull routine of society life, the aimless amusements of his set. What he needs, he decides, is a definite purpose in life—something to live for, work for and be worthy of.

A newspaper headline, telling of a gang fight outside of Bud McGinnis' pool room in Hell's Kitchen, arouses Peter's interest. In another column he finds details of the flight of notorious Gentleman George, a safe-blower, sought by the police of four states. It dawns on Peter that the island of Manhattan is fairly teeming with adventure and danger. He arrays himself in an old suit of clothes and starts cheerfully for Hell's Kitchen, determined to take a hand in anything that promises excitement. But everything is strangely still and orderly, and Peter, sadly disappointed, returns home.

Back in his own library, Peter is about to open his wall-safe when he hears the sharp command "hands up." He turns to face an automatic in the hands of a cool young gunman who answers to the name of Spike and belongs to Bud McGinnis' gang. Minuit gets a bright idea; he convinces Spike that he is none other than Gentleman George and suggests that they team up. Spike agrees and takes him back to Hell's Kitchen.

Here Peter meets Mary, Spike's sister. It is a case of love at first sight with both of them, and shortly afterward, Mary promises to marry him. Bud McGinnis, the sinister czar of Hell's Kitchen, claims Mary for his own and threatens Peter with death unless he clears out. Peter decides to prepare to give McGinnis the beating of his life. With the toughest heavy-weight boxer and the best handler he can find, he begins training for a rough-and-tumble fight.

Peter persuades Mary and Spike to leave the old life in Hell's Kitchen and go with him. He takes Mary to his palatial Fifth Avenue house, but Spike is caught by McGinnis' gang and forced to reveal his sister's whereabouts. Bud orders his gunmen to shoot the young millionaire on sight.

Learning of this, Mary slips away from the Minuit mansion and returns to Hell's Kitchen to sacrifice herself to McGinnis. Peter follows as quickly as he can, catches the gang chief in his own den and gives him a terrible trimming. A bullet from one of McGinnis' own gunmen, who harbors an old grudge, removes the McGinnis menace forever.

Peter takes Mary home to his Fifth Ave. mansion to begin life all over again.



Richard Dix  
in the Paramount Picture  
"Manhattan."

Production Mat IPA

**I** DON'T like to appear to boast unduly, particularly in my first starring effort for Paramount, but this picture "Manhattan" certainly has a wallop in it. It comes very near being a knockout and no mistake.

"You'll appreciate what I mean when you watch the gymnasium scene between Gunboat Smith, the old heavyweight warhorse (himself) and yours truly. I'm supposed to offer him \$100 every time he knocks me down. We trained for three weeks to put that scene over, and when the bell rang and the cameras started to grind, we really went to it.

"Talk about a picture with a punch! This one has a couple of dozen for me. When the 'gunner' let loose his heavy artillery on my chin, I took it. Mr. Burnside, the director, will tell you it wasn't a fake, either. And when I accidentally socked Mr. Smith on the jaw, he took it. That's all I remember. That scene has enough action in it to put almost any picture across."

Richard Dix.

"Manhattan," adapted for the screen by Paul Sloane and Frank Tuttle from the novel, "The Definite Object," by Jeffery Farnol, opens a ... days' run next..... at the.....Theatre.

Jacqueline Logan heads the cast. Gregory Kelly and George Seigmann also have prominent roles. Other big names in support include Oscar Figman, Edna Mae Oliver and Alice Chapin.

"Manhattan" is the first production for the screen by R. H. Burnside who staged the big spectacles at the Hippodrome, New York City. It offers something new in the line of screen entertainment.

Heaven," in which he was featured with Bebe Daniels

### Director

R. H. Burnside. This is likewise his first directorial work under the Paramount banner. It was Burnside who staged all the gorgeous spectacles at the New York Hippodrome.

### Author

Jeffery Farnol. "Manhattan" is an adaptation of his novel "The Definite Object," which the author describes as "a story of New York."

### Scenarists

Paul Sloane and Frank Tuttle adapted "Over the Top" and other big successes for the screen. Tuttle is both screenwriter and director. It was he who directed Bebe Daniels in "Dance of the Money."

### Cameraman

Hal Rosson, who photographed "The Story Without a Name."

### Support

Jacqueline Logan, Gregory Kelly, George Seigmann, Gunboat Smith, Oscar Figman, Edna Mae Oliver, Alice Chapin.

### Type of Story

Romantic comedy-drama. The story is set on the sidewalks of New York City. "Hell's Kitchen" section of Manhattan, gangland's Paradise, is the scene of a story brimful of fast-motion and heart-appeal.

### Big Scenes

Action? Man, this picture doesn't let up for a minute. It starts to finish! Place a young son of wealth on his knees anywhere in Hell's Kitchen, and he's got to fight! And Richard Dix puts on the gloves with Bud McGinnis with all his audience's hands off the seats.

Imagine yourself a young toerag sitting idly at home, waiting for something a bit out of the ordinary to happen and then have a crook enter by the window, capture him, convey him to a safe-blower, and then suggest you're quite a safe-blower yourself and then suggest you're up—all this for a thrill. That's just what Dix does in "Manhattan." What a picture it is!

Jacqueline Logan supplies love interest. Her lovely younger brother, who has the habit every now and then straying from the "straight and narrow," is a wonderful character and furnishes most of the picture's appeal—and then she falls for her!

you'll find them all in "Manhattan." Dix has never had a starrer quite like it—and how he revels in it!



**H**ERE'S handsome, manly Richard Dix as you'll like him best. Star of a scorching thrill-crowded comedy-drama of New York society and gangland. Cast includes Jacqueline Logan and Gregory Kelly.

Two-column Supplementary Press Ad MSX



For Paramount. "Manhattan" was featured in a big hit in "The Definite Object," in which he starred with Bebe Daniels.

**Director** picture H. Burnside. This is likewise his first Paramount picture staged under the Paramount banner. It was Burnside who staged the gorgeous spectacle at the New York Hippodrome.

**Author** "Manhattan" by Jeffery Farnol. "Manhattan" is an adaptation of his play "The Definite Object," which romance novel describes as "a New York."

**Scenarists** Tuttle. Paul Sloane and Frank Hill. The story was adapted "Over the top" the other big successes written. Tuttle is both screenwriter and director. It was he who wrote Bebe Daniels in "Dance of the Vampires."

**Cameraman** Al Rosson, who photographed the story without a New York.

**Support** Jacqueline Logan, George Seigmann, George Smith, Oscar Figman, Oliver, Alice Chapin.

**Type of Story** The romantic comedy-drama of the walks of New York, the "Manhattan's Kitchen" section of the city, the gangland's Paradise, a story brimful of fast-moving action and heart-appeal.

**Big Scenes** Action? Man, this picture isn't let up for a minute. It's a story to finish! Place a young son of wealth on his hands, where in Hell's Kitchen when he's got to fight! And Gunboat Smith and then sail's got, McGinnis with all his tricks and wiles will fairly bring the audience off the seats. Imagine yourself a young man sitting idly at home, waiting for something a bit of then to happen and the winning a crook enter by force him, capture him, conquer your own quite a safe-blow team and then suggest you. That's all this for a thrill! Manhattan what Dix does in "Manhattan" is! What a picture! Jacqueline Logan supports her interest. Her love has the younger brother, who then of it every now and then and dying from the "strange thing row," is a wonder the picture furnishes most of when Dix's appeal—and then the drama for her!

"I'll find them all in Manhattan." Dix has never had a story like it—and how he revels in it!

**Paramount Presents** RICHARD DIX in "Manhattan" A story of love, manly as you'll like a scorching, comedy-drama of New York and gangland. Directed by H. Burnside. Starring Bebe Daniels, Jacqueline Logan, George Seigmann, George Smith, Oscar Figman, Oliver, Alice Chapin.

Paramount exploitation representatives can provide you with newspaper mats exactly like above illustration of Window Card.

He thought the stodgy little island of Manhattan was just about the most matter-of-fact thing ever—and then one day real adventure crept in through his living room window, masked and automatic in hand. And then things began to happen!

See Richard Dix in "Manhattan" at the Theatre next. Jacqueline Logan and Gregory Kelly have principal supporting roles.

One of Paramount's Famous 40. The first picture to be directed by R. H. Burnside, who staged all the spectacular productions at the New York Hippodrome.

A story of New York by a New Yorker. Hell's Kitchen, the only district of its kind on the face of the earth. See it in "Manhattan," starring Richard Dix, a romantic comedy-drama of New York's gang world that is different, with a big all-star cast.



**Richard Dix**  
in  
**"MANHATTAN"**  
A Paramount Picture

**REST OF BILL**

**N**OW Dix is a star! See his first starring picture and you'll say he's the real thing! Ready to take his place beside Valentino and Meighan in your gallery of favorite screen stars.

Based on "The Definite Object" by Jeffery Farnol - - - Directed by R. H. Burnside - - Screen play by Paul Sloane and Frank W. Tuttle

Two-column Supplementary Press Ad 2AS


## Big Exploitation Tie-up

**D**ON'T fail to take advantage of the big national tie-up arranged for you by Paramount's exploiters with the Manhattan Shirt Company. Here is illustrated the beautiful window card which that concern is sending to all its dealers, and those dealers constitute the finest haberdasheries, men's clothing stores and department stores in every city and town in America.

The Manhattan Shirt Company has already written their dealers explaining to them how they can profit by co-operating with you, have sent tie-

up exploitation suggestions for window displays, contests, newspaper ads, material for distribution, etc., and have enclosed one of the Paramount heralds with a sample tie-up ad on the back.

See immediately the Manhattan Shirt dealers in your town. Order plenty of window display material for them from our Ad Sales Department. Help make the tie-up as profitable to them as to your theatre. Other suggestions bottom of next column.



**RICHARD DIX**  
Paramount Star  
wears  
**MANHATTAN SHIRTS**  
and his latest picture  
is entitled  
**MANHATTAN**

Paramount exploitation representatives can provide you with newspaper mats exactly like above illustration of Window Card.

Member of Motion Picture Producers and Distributors of America. Will H. Hays, President.

Paramount starring production. Get a picture of Dix and frame it in a big star and hang it in your lobby.

For a novel teaser ad in the newspapers—Run a picture of a man (MAN), a hat (HAT), then one of a fellow all sunburned (TAN). Tell them it's Richard Dix's first Paramount picture as a star, coming to the...on....

There are some great stills on "Manhattan" showing Dix sparring with Gunboat Smith, the old war-horse of the prize ring. Local sporting goods stores will be glad to give you a window display.

Another idea—with the novelty stores: Dix and Gunboat playing mah jongg with boxing gloves—and in all seriousness.

Take a look at the colored herald on this production. Richard Dix is inviting your patrons to attend a party in "Manhattan." And what a party it is! Hop onto the heralds. They're cheap!

Carry the above idea out through the mails, too. Get cards printed (imitation engraving) "You are cordially invited to attend my coming out party in "Manhattan" next...."

For a prologue—a boxing match or ventriloquist act. Dix gets over some real funny stuff with a ventriloquist's dummy in "Manhattan."

For the kiddies—a donkey party (pinning the tail on the donkey), with suitable prizes for the winners. This is one of the many laugh scenes in the picture.

Dix poses as the safe-cracking "Gentleman" George in "Manhattan." How about a couple of letters or cards to the effect, "Will be in...on.... Keep your eyes open and your wallets closed, Gentleman George." Or "Gentleman George, terror of 'Manhattan,' said to be due in...next...."

Then any number of trick ads. "Have you seen 'Manhattan'?" "Take a trip to 'Manhattan.' It's down at the...Theatre all week."

Richard Dix, as a featured player in the big casts of Paramount pictures, was one of the most popular of the younger leading men on the screen and Richard Dix, as a star, is going to prove even more popular—if that's possible.

Advertise "Manhattan" as Richard Dix's first starring picture—and one of Paramount's Famous 40—and cash in!

### Manhattan Shirt Stunts

**Drawing Contest** on which in some cities newspaper publicity can be secured. Who can best copy the photograph of Richard Dix wearing the Manhattan Shirt. Prizes of theatre tickets and Manhattan Shirts.

**Free Tickets to See "Manhattan":** Arrange with theatre to give you quantity of tickets at reduced price. Then advertise a free ticket as your gift to every purchaser of a Manhattan Shirt.

**Guessing Contest:** In window, theatre lobby, and advertising. "What size shirt and sleeve length does Richard Dix wear in Manhattan Shirts?" Prizes in theatre tickets and shirts.

**Window Guessing Contest:** Besides a nice display of Manhattan Shirts, fill a window stacked high with shirts, the contest being "How many shirts are in this window?" This will attract considerable attention.

**Newspaper Advertising:** Run ad exclusively on Manhattan Shirts and featuring the Dix photo and copy, right next to the theatre ad each time they advertise "Manhattan." Each day print in the ad in very small type the names of ten or more local men, taken at random from the phone book, who, if they clip the ad and bring it into your store, will receive free tickets to see "Manhattan," as your guests. Arrange with theatre to provide these tickets to you without charge, in exchange for the publicity you help create for them.





# Richard Dix in "Ma ADS THAT WILL GET THE E

Your Exchange has m ats of all the ads and production scenes; also uts of one a

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

# RICHARD DIX in MANHATTAN

**R**ICH, young, handsome—and he found New York tame and adventureless. Till he met a pretty girl and—oh, boy! how things hummed!

Don't fail to see Dix's debut in stardom. As the fighting lover-hero of Jeffery Farnol's novel, "The Definite Object."

Directed by R. H. Burnside, creator of the famous N. Y. Hippodrome spectacles.

Screen play by Paul Sloane and Frank W. Tuttle



*A Paramount Picture*

Four-column Newspaper Advertisement 4A. Mats 25c at your local Paramount Exchange.

**Colored Herald**

**Ad or Program Shorts**

A love-melodrama of Fifth Avenue, where they say it with flowers, and "Hell's Kitchen," where they say it with fists.



Richard Dix in "Manhattan"

# GET THE EYE AND THE MONEY

scenes; also cuts of one and two-column ads, and supplementaries. Price List, Page 4.



## Screenland's Newest Star!

THE story of a rich young New Yorker in search of a thrill. And when he finds it—!

Dix's first starring picture is a knock-out! A hit-the-spot blend of comedy, romance and sizzling adventure.



Adolph Zukor  
Jesse L. Lasky  
present

## RICHARD DIX *in* "Manhattan"

Three-column Newspaper Advertisement 3A. Mats 15c.

### NOTE:—

See also the two supplementary ads and one-column production scenes on the front page.

### His First Star-Role



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT  
**RICHARD**



**R** found New York tame and adventureless. Till he met a pretty girl and—oh, boy! how things hummed!

Don't fail to see Dix's debut in stardom. As the fighting lover-hero of Jeffery Farnol's novel, "The Definite Object."

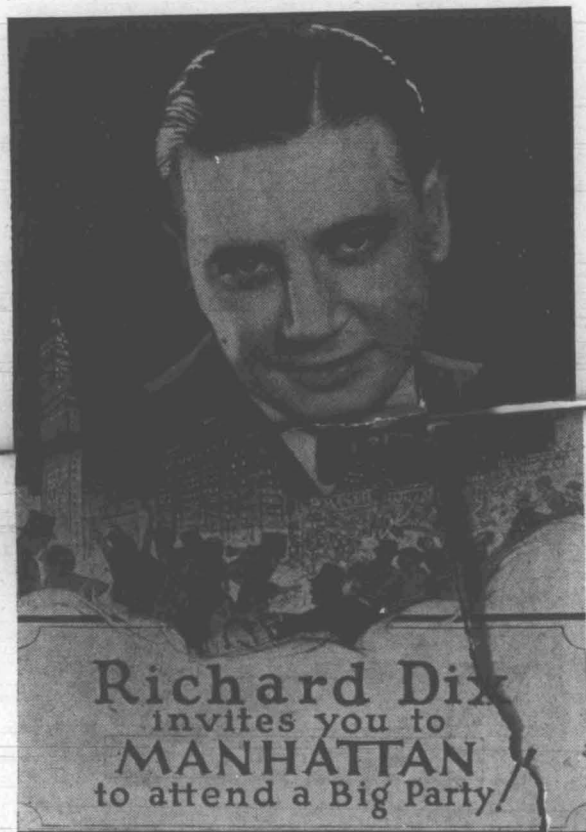
Directed by R. H. Burnside, creator of the famous N. Y. Hippodrome spectacles.

Screen play by Paul Sloane and Frank W. Tuttle



Four-column Newspaper Advertisement 4A. Mats 25c at your local Paramount Exchange.

## Colored Herald



Only \$3.00 for a thousand of these four-page colored heralds—guaranteed tonic for the box-office. Samples at your exchange.

## Ad or Program Shorts

A love-melodrama of Fifth Avenue, where they say it with flowers, and "Hell's Kitchen," where they say it with fists.

The story of a rich young bachelor who falls in love with a girl from gangland, and braved a hundred dangers for her.

Dix as a bored society youth who searches for adventure and thrills, and finds them—plus a pretty girl.

Richard Dix—an actor worthy of being starred, in a big comedy-drama worthy of his talents.



Richard Dix and Jacqueline Logan in a scene from the Paramount Picture "Manhattan"

Two-column Production Mat 2P





Exchange.

## ram Shorts

venue, where they say it with  
here they say it with fists.

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hundred dangers for her.

who searches for adventure and  
pretty girl.

of being starved, in a big com-



ne Logan in a scene from the  
e "Manhattan"  
duction Mat 2P



a  
Paramount  
Picture



Adolph Zukor  
Jesse L. Lasky  
present

# RICHARD DIX *in* "Manhattan"

Three-column Newspaper Advertisement 3A. Mats 15c.

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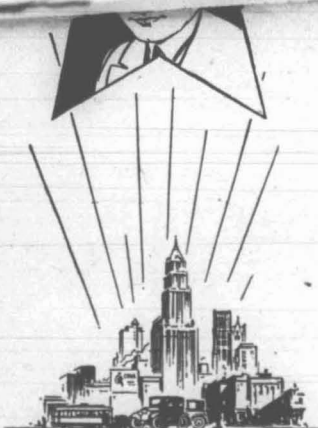
## His First Star-Role



Adolph Zukor and  
Jesse L. Lasky present

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT  
RICHARD  
DIX

IN



'MANHATTAN'  
A Paramount Picture

SCREENLAND'S newest  
star as the thrill-hun-  
gry hero of Jeffery Farnol's  
"The Definite Object." If  
you miss this, you have our  
sympathy.

One-column Press Ad 1A

RICHARD  
DIX  
*in*

## "Manhattan"



IF YOU want to enjoy yourself to the  
limit, come to "Manhattan." And  
see Richard, the lion-hearted, starring  
in an adventure-romance sizzling with  
thrills and good fun,

Two-column Press Advertisement 2A





# Richard Dix in "N STORIES TO GET YOU VA

Clip the stuff you want on this page and send it to the editors. Additio

## Dix a Star in Great Picture

Paramount's "Manhattan"  
Coming to the Rialto  
Theatre

**A**LL who enjoy real fast-moving action-drama will be right in their glory when Richard Dix's first Paramount starring picture, "Manhattan," opens at the..... Theatre on .....for a run of .....days. The story is an adaptation by Paul Sloane and Frank Tuttle of the novel, "The Definite Object," by Jeffery Farnol.

The star has the role of Peter Minuit whose great-great-grandfather purchased the island of Manhattan from the Indians and Peter is all for giving it back to them. "There might be some life in the old town then," says he.

You take it from this that Minuit is slightly bored with life. He is just that—a millionaire bachelor who has everything in life except that which he craves most—action, adventure, a definite object, something to live for, to strive to be worthy of. He finds action-plus in New York's Hell's Kitchen and a definite object in the beautiful sister of a youthful yegg whom he befriends.

Here's a role that suits Dix to a "T."

Jacqueline Logan has the leading feminine role opposite the star. Gregory Kelly, George Seigmann, Gunboat Smith also have important parts. Oscar Figman, Edna May Oliver and Alice Chapin complete the cast. R. H. Burnside directed.

If you liked Dix in "Unguarded Women," "Sinners in Heaven," etc., see what you think of him in "Manhattan," a story all his own.

## From Hell's Kitchen to Heaven for Richard Dix

From Hell's Kitchen to the Pearly Gates of Heaven is a long, long journey, even as the crow flies, but Richard Dix makes the trip in a few seconds in "Manhattan" his first starring picture for Paramount. One minute Richard is strolling along the side-walk of New York's famous gang district. A yeggman taps him over the head with a black-jack and the next minute our hero is groping through clouds to a massive silver gate, where St. Peter sits on a raised dais and challenges all comers.

Stage directors have often grappled with the problem of depicting the Heavenly threshold, but it is doubtful whether the scene has ever been portrayed more graphically than in this motion picture. The background is the vast vault of the sky, with the golden rays of a rising sun spreading out fanwise from the far horizon. Realistic clouds drift across the foreground, dissolving and changing shape.

In the foreground, at St. Peter's knee, is a huge book. A close up reveals the book is filled with names. Opposite each name is the age and "qualification" of the applicant. Upon this information, St. Peter either admits the newcomer to heaven or consigns him to outer darkness.

More than two hundred names were written in this book when it was prepared for the scene. They are not fictitious names, all belong to electricians, camera men, scene shifters, carpenters, painters and mechanics employed at the big Paramount studio on Long Island.

If the records in St. Peter's big book may be taken as authentic, most of these persons will have a much tougher time getting into Heaven than Richard Dix did.

Jacqueline Logan has the leading feminine role in "Manhattan," which will be the feature at the..... Theatre next..... Gre-

## SPECIAL STORIES

Richard Dix Learns Ventriloquism for "Manhattan,"  
His First Big Starring Production for Paramount

**A** MOTION picture star, in the course of a varied career, is called upon to perform a great many strange and difficult tasks. In one picture he must roll a cigarette with one hand while he holds a revolver with the other. Again, to meet the changing mood of the films, he must build a house of playing cards, or ride a horse backwards, or shoot with bow and arrow, or yodel.

Richard Dix had to learn the occult mysteries of ventriloquism in his recent picture for Paramount, "Manhattan." And being a very thorough-going young man, he made a good job of it, too.

Learning to be a ventriloquist is not at all simple. Mr. Dix first went through the files of the research department at the Famous Players Studio, Astoria, L. I. The literature there was limited. The dictionary said:

"VENTRILOQUISM, n. The act of practise of speaking in such a manner that the sounds seem to come from source other than the person speaking. (Venter, belly-loquor, speak.)"

The dictionary didn't shed any further light on the subject, so Mr. Dix hied himself to the Public Library at Fifth Avenue and Forty-second street. There he found about fifteen books on the subject, dating from early in the nineteenth century, to four or five years ago.

In these books famous old-time ventriloquists had disclosed all their crafty secrets. Mr. Dix learned how to hold his Adam's apple while saying:

"My dear, I'm very fond of persimmons," which is a most difficult sentence for ventriloquists to utter, because it is full of M's and V's and P's. He also learned how to put the tip of his tongue up in the roof of his mouth and make a noise like the distant drone of a bee-hive. This 'bee-hive drone' is the basis of all subdued ventriloquial effects.

From the artistic side of voice-throwing, Mr. Dix turned to the technical side, which dealt with the little wires and triggers inside the tummy of the absurd little figure he had to hold on his knee. Practical coaching in this branch of the art was had from Captain J. F. Powers, a well known ventriloquist in vaudeville.

After a few days of intensive practise Dix had his voice-throwing tricks learned like an old timer, and when the scenes were shot, he carried on his pantomimic conversation with Jerry, the dummy, with great eclat. But after it was all over, he looked a little down cast.

"What's the matter, Richard?" said R. H. Burnside, the director. "I thought you did it very well."

"It isn't that," Dix replied, gazing mournfully at his books and the red-haired dummy: "I was just thinking what a long time it would be before I could use my newly acquired art in another picture!"

"Manhattan," adapted to the screen by Paul Sloane and Frank Tuttle from the popular novel, "The Definite Object," by Jeffery Farnol, comes to the ..... Theatre for a run of .....days on .....next. Jacqueline Logan plays opposite the star. Gregory Kelly, George Seigmann and Gunboat Smith also have prominent roles. Others in the strong supporting cast also include Oscar Figman, Edna May Oliver and Alice Chapin.

The production is Mr. Burnside's first screen work.

## Youthful Actor "Stage Struck" When Called for Screen Test for Role in Dix's "Manhattan"

With diffidence and misgiving Gregory Kelly began his screen career at the huge Paramount Long Island studio. He was as bashful and backward as he has appeared in his stage roles in "Seventeen," "Clarence" and "Tweedles." It was all new to him, this working before a camera instead of an audience, for his role of "Spike" in Richard Dix's first starring picture, "Manhattan" was his premier among the Klieg lights.

"When I said good-bye to the camera-man, electricians and others, after my test I was sincere," said Kelly. "I felt perfectly certain that after they saw me on the screen Mr. Burnside would never want me for the part. I was completely lost. If you have never gone through what they call a screen test you have no idea what my feelings were. I suppose a man in a row boat in the middle of the ocean with one oar feels something like a novice before a motion picture camera.

"Much to my surprise, a few days later, I was told to come over to the studio to sign a contract for the part. When I entered the studio as a full-fledged motion picture actor it all seemed more futile than the day I had my test made. I saw Valentino going through a scene with all the savoir-faire of a man perfectly sure of himself. Gloria Swanson was performing with ease and grace, showing the accomplishments that come from long training before the lens. Their perfect ease frightened me. Could I ever do it?"

"I went to my dressing room and made-up; still feeling rather shaky in the knees. When I got down on the set where our first scene

Paramount Sta



Richard Dix  
in the Paramount Picture  
"Manhattan"  
Production Mat 100

**F**ANS who saw Richard Dix pictured with Bebe Daniels in "Sinners in Heaven," know that he has arrived at full-fledged stardom in "Manhattan," coming to the ..... Theatre next ..... Mr. Dix makes his first appearance as the head of his own company. "Manhattan," a Paramount production which Paul Sloane and Frank Tuttle adapted from Jeffery Farnol's novel "The Definite Object," deals with the life of a rich, young New Yorker who in search of excitement himself mixed up in the gang New York's "Hell's Kitchen" beautiful romance develops. Jacqueline Logan furnishing nine appeal.

A cast of stellar proportions has been selected to support Dix. Besides Miss Logan, Gregory Kelly, well known on the stage for his role in the Tarkington plays, "Seven Years Bad Luck," "Tweedles," "Clarence," etc.; George Seigmann, in a "heavy" role as the old war-horse; Oscar Figman, Edna May Oliver, Alice Chapin and other prominent parts.

R. H. Burnside directed the production, his first screen work.

## Dix and Gunboat Smith Mix It in "Manhattan"

No prize fighter ever trained for a fight than Richard Dix for his first starring picture for Paramount, "Manhattan," an adaptation of Jeffery Farnol's story, "The Definite Object." Every day Dix has three rounds with the veteran Gunboat Smith to get into trim for his strenuous fights he has in the picture.

There are those who think that motion picture making is a lot of fun, but Dix will testify that it is a hard job. He took a good, generous cuffing from "The Gunner," long-lanky Smith is known for his boxing profession, and gave him a good one in exchange.

"Don't think that the picture is a mix it with you," said Smith, when he was asked what he thought of Dix's battle. "He's got a right and his left, with a little tice, will come in mighty useful. I could make a fighter out of him if I wanted to, but why spoil a picture star?"

As for Dix, "The Gunner" is as young as he used to be, but let anyone tell you that he is crept!" he says.

Smith has the part of the chauffeur of Peter Minuit in "Manhattan," the first picture which Dix has in the picture. Two staged several work scenes in the picture to get the shape for the big fight with



# Richard Dix in "Manhattan"

## YOU VALUABLE PUBLICITY

to the editors.

Additional press sheets at your exchange if you need them.



Paramount Star

### ADVANCE STORIES

**"Manhattan," First Paramount Picture Starring  
Richard Dix, Coming Soon to the Rialto Theatre**

**R**ICHARD DIX's first Paramount starring picture, "Manhattan," with Jacqueline Logan, Gregory Kelly, George Seigmann and others playing in support, will be shown at the ..... Theatre next ..... to remain for ..... days. The story is an adaptation by Paul Sloane and Frank Tuttle of the novel, "The Definite Object," by Jeffery Farnol. It is R. H. Burnside's first work as a screen director.

The story opens on Peter Minuit (Dix), a wealthy young bachelor who tires of the uneventful routine of his daily life and ventures into the Hell's Kitchen section of New York City in search of adventure. He finds it—with a vengeance!

Peter had read in the paper of a gang fight outside of Bud McGinnis saloon and in another column of the night of "Gentleman" George, a safeblower sought in four states. Things began to brighten a bit. Here was excitement after all.

Minuit dons some old clothes and, posing as the notorious "Gentleman George," hies himself off after a thrill. After a series of actionful scenes we find him more or less firmly established as one of the Kitchen's respected gangsters, only to be "bumped off" by one who believed him a "bull." Spike, a youngster with whom he had teamed up, brings him to his home—and that's when the trouble begins. For Spike has a truly beautiful sister and, on first sight, Minuit decides that here is that "something" worth living for.

But there's a villain in the case, Bud McGinnis (Seigmann), also in love with Mary, played by Miss Logan. He plays Peter all kinds of dirt—even tries to "finish him," but Minuit comes up smiling, wins the girl, reforms her wayward brother, reveals his real identity and they all live happily ever after in his home on the Avenue.

Here's real entertainment. Dix has always been a prime favorite with the fans and in "Manhattan," a story all his very own, he's going to prove more popular than ever. See if we're not right.

**Richard Dix New Paramount Star—"Manhattan,"  
First Starring Picture, Romantic Action-Drama**

Richard Dix has attained the heights—stardom. His first picture at the head of his own company is the Paramount production, "Manhattan," directed by R. H. Burnside from an adaptation of Jeffery Farnol's immensely popular novel, "The Definite Object."

In the picture Dix has the role of an active young New Yorker whose ancestors had left him more millions than he'll ever know what to do with. He is bored by the dull routine of the teas, dances and idle amusements of his set. More than anything else he craves adventure and the stodgy old island of Manhattan seems utterly unable to provide it. There's but one thing left to do and he does it—goes out in search of action, anything that promises excitement. His quest brings him to Hell's Kitchen section of the city and more thrills to the square foot than he ever dreamed were in store for him.

If it's pell-mell action and a real he-man story with unusual heart-appeal you're looking for, why don't trouble yourself to look further. Here it is—plus! Combine all the hair-raising scenes of all the screen thrillers you've ever seen, all the high spots of the funniest comedies you've ever enjoyed and there you have "Manhattan."

It's Dix's first as a star and it's a wow! Jacqueline Logan plays opposite the star in the leading woman's role. Gregory Kelly, well known on the legitimate stage for his work in the Booth Tarkington plays, "Tweedles," "Clarence" and others and in "Little Jesse James," is also well cast as are George Seigmann, Gunboat Smith and a host of others just as prominent. "Manhattan," one of Paramount's "Famous Forty," opens next ..... at the ..... Theatre.

**Great Cast, Including Jacqueline Logan, Gregory Kelly,  
Supports Richard Dix in Paramount Picture, "Manhattan"**

Playing in support of Richard Dix in his first Paramount starring picture, "Manhattan," coming to the ..... Theatre for a run of ..... days on ..... next, are Jacqueline Logan, leading woman; Gregory Kelly, as a member of a notorious gang of thugs of New York's Hell's Kitchen where the scenes of the production are laid; George Seigmann, in a heavy role, and Gunboat Smith.

"Manhattan" was adapted for use on the screen by Paul Sloane and Frank Tuttle from Jeffery Farnol's novel, "The Definite Object." R. H. Burnside directed the production, his first picture work.

Others in the strong cast of the picture include Oscar Figman, Edna May Oliver and Alice Chapin. Hal Rosson did the photography.

The story is a gripping tale of New York's gang life, by a New Yorker who knew what he was talking about. Farnol ate and slept

### "Manhattan" Press Reviews

**Send These Ready-Made  
Reviews to Local  
Editors**

**"Manhattan" a Wow!**

**by E. W. Wingart**  
(Publicity Representative, Paramount  
Island Studio)

Being a pre-view review of Richard Dix's first Paramount star picture.

**I** JUST viewed "Manhattan" in its rough form and what I saw leads me to tell the world that Dix's first starring picture is a wow!

I can best explain what it is like by saying that it is another "Man-handled" in a different form.

In the first place, the story is 100 per cent. What more can you ask than to have a young New Yorker with more jack than he knows what to do with seeking a thrill? Everything he tries goes flat, until he falls in with the tool of the gang leader of Hell's Kitchen—that famous section of New York where men are men—hard-boiled men, even if there are no open spaces. Then things begin to happen.

Young Peter meets Mary and gets the first big thrill of his life. What he does to get Mary out of Hell's Kitchen and into millionaire row furnishes more laughs and kicks than you can count. Here you have the adventure story, the Cinderella story and melodrama all stirred into a delectable picture tastefully spiced with snappy titles.

Richard Dix as the carefree young millionaire, Peter Minuit, will knock the flappers for a row of bath houses in this one. He's a star and no mistake about it. "Manhattan" proves it. The scene he has with the ventriloquist dummy on the morning after a hard night with the bibulous owner of the manikin is one of the funniest I have ever seen on the screen. Someone once said: "If you want to be successful, be yourself." Dix is himself in this picture, and I miss my guess if those in the 50-cent seats don't rave over him.

"Manhattan" is a picture for entertainment purposes only. There is no moral to adorn the tale. Just good, wholesome fun, with a charming love story to make you feel good, and a couple of fights to send the thrills up and down your spine. By actual count there are fifty-seven hearty laughs, forty-nine medium laughs and 152 snickers in "Manhattan." Who could go wrong with a picture like this? I ask you, now, who could?

After you stop laughing you start gasping in this picture. Dix and Gunboat Smith do some very neat boxing in one of the scenes, each getting knocked down three times. They exchanged real blows. This is all preliminary to the big fight between Dix and George Seigmann. They go after it, hammer and tongs, in a knock-down-and-drag-out scrap that sends them crashing through a balcony railing for a fall of fifteen feet to the top of a billiard table. It's breath-taking and thrilling.

R. H. Burnside, who makes his debut as a Paramount director with this picture, selected an excellent supporting cast for Dix. Jacqueline Logan is the girl. Everyone knows how well she can play these girl-of-the-underworld parts. Gregory Kelly, the stage star, plays Spike; George Seigmann is superb as Bud McGinnis, the leader of the Hell's Kitchen gang, and Gunboat Smith, the ex-prizefighter, makes an excellent Joe Madden. Oscar Figman, whose name is known to all followers of the stage, has the role of the butler, and Edna Mae Oliver, who did such excellent work in "Lockwood"



Richard Dix  
in the Paramount Picture  
"Manhattan"  
Production Material

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A cast of stellar proportions has been selected to support Dix. Besides Miss Logan, Gregory Kelly, well known on the stage for his work in the Tarkington plays, "Seventeen," "Tweedles," "Clarence," etc., is George Seigmann, in a "heavy" role, and Gunboat Smith, the old war-horse, who has played Oscar Figman, Edna May Oliver, Alice Chapin and other prominent parts.

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**Dix and Gunboat Smith  
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As for Dix, "The Gunner" is as young as he used to be, let anyone tell you that he's a crepit!" he says.

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You take it from this. Minuit is slightly bored with life. He is just that—a millionaire bachelor who has everything in life except that which he craves most—action, adventure, a definite object, something to live for, to strive to be worthy of. He finds action-plus in New York's Hell's Kitchen and a definite object in the beautiful sister of a youthful yegg whom he befriends.

Here's a role that suits Dix to a "T."

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If you liked Dix in "Unguarded Women," "Sinners in Heaven," etc., see what you think of him in "Manhattan," a story all his own.

## From Hell's Kitchen to Heaven for Richard Dix

From Hell's Kitchen to the Pearly Gates of Heaven is a long, long journey, even as the crow flies, but Richard Dix makes the trip in a few seconds in "Manhattan" his first starring picture for Paramount. One minute Richard is strolling along the side-walk of New York's famous gang district. A yeggman taps him over the head with a black-jack and the next minute our hero is groping through clouds to a massive silver gate, where St. Peter sits on a raised dais and challenges all comers.

Stage directors have often grappled with the problem of depicting the Heavenly threshold, but it is doubtful whether the scene has ever been portrayed more graphically than in this motion picture. The background is the vast vault of the sky, with the golden rays of a rising sun spreading out fanwise from the far horizon. Realistic clouds drift across the foreground, dissolving and changing shape.

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If the records in St. Peter's big book may be taken as authentic, most of these persons will have a much tougher time getting into Heaven than Richard Dix did.

Jacqueline Logan has the leading feminine role in "Manhattan," which will be the feature at the Theatre next. Gregory Kelly, George Seigmann, Gunboat Smith and others appear in the all-star cast.

The story is a romantic action-drama of New York by Jeffery Farnol. R. H. Burnside directed.

## Gregory Kelly, Stage Star, in Paramount's "Manhattan"

Gregory Kelly, a city-born New Yorker, started his stage career when as a child he appeared with Joseph Jefferson in "Rip Van Winkle." "Manhattan," Richard Dix's first starring picture for Paramount, directed by R. H. Burnside, marks the beginning of Mr. Kelly's screen career.

In between these two starting points, Mr. Kelly has crowded an enviable record of successes on the stage, chiefly in comedy roles.

For three years he played with Mrs. Fiske, appearing in such pieces as "Pillars of Society," "The Green Cockatoo," and "Becky Sharp." Among the more recent plays were "Kismet" with Otis Skinner, "Dulcy," the Marc Connelly-George S. Kaufman satire, and the three famous Tarkington plays, "Seventeen," "Tweedles" and "Clarence."

For another three years he played in "Seventeen;" one year in New York and two years out of town and also had a leading part in "Little Jesse James."

His role in "Manhattan" is that of "Spike," a young lawbreaker of New York's "Hell's Kitchen."

"Manhattan" is an adaptation by Paul Sloane and Frank Tuttle of Jeffery Farnol's novel, "The Definite Object." It opens a run of days next at the Theatre. Jacqueline Logan plays opposite the star.

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"My dear, I'm very fond of persimmons," which is a most difficult sentence for ventriloquists to utter, because it is full of M's and V's and P's. He also learned how to put the tip of his tongue up in the roof of his mouth and make a noise like the distant drone of a bee-hive. This 'bee-hive drone' is the basis of all subdued ventriloquial effects.

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"What's the matter, Richard?" said R. H. Burnside, the director. "I thought you did it very well."

"It isn't that," Dix replied, gazing mournfully at his books and the red-haired dummy: "I was just thinking what a long time it would be before I could use my newly acquired art in another picture!"

"Manhattan," adapted to the screen by Paul Sloane and Frank Tuttle from the popular novel, "The Definite Object," by Jeffery Farnol, comes to the Theatre for a run of days next. Jacqueline Logan plays opposite the star. Gregory Kelly, George Seigmann and Gunboat Smith also have prominent roles. Others in the strong supporting cast also include Oscar Figman, Edna May Oliver and Alice Chapin.

The production is Mr. Burnside's first screen work.

## Youthful Actor "Stage Struck" When Called for Screen Test for Role in Dix's "Manhattan"

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"When I said good-bye to the camera-man, electricians and others, after my test I was sincere," said Kelly. "I felt perfectly certain that after they saw me on the screen Mr. Burnside would never want me for the part. I was completely lost. If you have never gone through what they call a screen test you have no idea what my feelings were. I suppose a man in a row boat in the middle of the ocean with one oar feels something like a novice before a motion picture camera."

"Much to my surprise, a few days later, I was told to come over to the studio to sign a contract for the part. When I entered the studio as a full-fledged motion picture actor it all seemed more futile than the day I had my test made. I saw Valentino going through a scene with all the savoir-faire of a man perfectly sure of himself. Gloria Swanson was performing with ease and grace, showing the accomplishments that come from long training before the lens. Their perfect ease frightened me. Could I ever do it?"

"I went to my dressing room and made-up; still feeling rather shaky in the knees. When I got down on the set where our first scene was to be made for 'Manhattan' Mr. Dix shook my hand and assured me that he was mighty glad I was going to play the part. He must have noticed my discomfort. At any rate his kindness was reassuring enough to me so that I had no hesitation when Mr. Burnside called me for the scene. I plunged right in and after the first splash it didn't seem so bad."

"Now I don't care how many cameras you put in front of me." "Manhattan," with Jacqueline Logan, Kelly, George Seigmann, Gunboat Smith and others playing in support of the star, opens at the Theatre next.

## Richard Dix Gets Some Great Comedy Out of Little Ventriloquist Dummy in "Manhattan," New Star Film

In the cast supporting Richard Dix in "Manhattan" is a little red-haired chap named Jerry. The bustle and confusion of the great Famous Players-Lasky studio at Astoria, L. I. perturbed him not at all. He sat quietly on a box at the edge of the set, and looked straight ahead with an expression of amused interest—slightly bored.

Jerry is a ventriloquist's dummy. He is the property of Captain D. J. Powers, widely known ventriloquist of the vaudeville stage. Captain Powers does not appear in the picture, but Jerry, red-haired, impertinent, loquacious bobs up early and engages in frank dialogue with Peter Minuit, the wealthy young hero, played by Dix.

"How do I look?" asks Peter, dragging the dummy out of bed where the two have slept side by side after a rather tempestuous evening. Jerry closes one eye, expectorates and wags his head.

"Terrible!" This is but one of the many laugh scenes in "Manhattan," which was adapted to the screen by Paul Sloane and Frank Tuttle from Jeffery Farnol's novel, "The Definite Object," it is a delightful romance of New York, replete with action and thrills.

Jacqueline Logan has the leading feminine role and Gregory Kelly, George Seigmann, Gunboat Smith, the old warhorse of the prize ring, and others are well cast in support.

"Manhattan" is R. H. Burnside's first directorial work for the screen and Dix's first picture as a Paramount star.

Richard Dix in the Paramount Picture "Manhattan" Production Mat 1 PB

FANS who saw Richard Dix, pictured with Bebe Daniels in "Sinners in Heaven," know that he has arrived at full-fledged stardom in "Manhattan," coming to the Theatre next. Mr. Dix makes his first appearance in the head of his own company.

"Manhattan," a Paramount production which Paul Sloane and Frank Tuttle adapted from Jeffery Farnol's novel, "The Definite Object," deals with the life of a rich, young New Yorker who in search of excitement, himself mixed up in the gang life of New York's "Hell's Kitchen," beautiful romance develops. Jacqueline Logan furnishing the feminine appeal.

A cast of stellar proportions has been selected to support Dix. Besides Miss Logan, Gregory Kelly, well known on the stage for his role in the Tarkington plays, "Seventeen," "Clarence," etc.; George Seigmann, in a "heavy" role as the old war-horse of the prize ring; Oscar Figman, Edna May Oliver, Alice Chapin and other prominent parts.

R. H. Burnside directed the production, his first screen work.

Dix and Gunboat Smith

## Mix It in "Manhattan"

No prize fighter ever trained for a fight than Richard Dix for his first starring picture for Paramount, "Manhattan," an adaptation of Jeffery Farnol's story, "The Definite Object." Every day Dix has three rounds with the veteran boat Smith to get into trim for the strenuous fights he has in the picture.

There are those who think motion picture making is a soft job, but Dix will testify that it is not. He took a good, generous cuffing in the morning from "The Gunner," long-lanky Smith is known for his boxing profession, and gave him a good blow in exchange.

"Don't think that the mix it with you," said Smith, when he was asked what kind of a battle Dix put up. "He's got the right and his left, with a little practice, will come in mighty useful. I could make a fighter out of him if I wanted to, but why spoil a good picture star?"

As for Dix, "The Gunner" might be as young as he used to be, but anyone tell you that he's crept!" he says.

Smith has the part of "Joe Madden" in "Manhattan," the chauffeur of Peter Minuit, which Dix has in the picture. Two staged several work-out scenes in the picture to get into shape for the big fight with Bud McGinnis, leader of a gang in Hell's Kitchen. Considering that George Seigmann plays the role of McGinnis, it will be seen what a task Dix has. Seigmann stands six feet, two inches and weighs over 200 pounds. The fight scene which these two staged one that will long be remembered.

"Manhattan," with Jacqueline Logan playing opposite the star and Gregory Kelly, Oscar Figman and others just as prominent in leading roles, comes to the Theatre for a days' run next.

## Jacqueline Logan Supports Dix in First Star Picture

Jacqueline Logan, last seen with Rod La Rocque in the Paramount picture, "Code of the Sea," returns to the screen at the Theatre next in the leading woman's role in support of Richard Dix in his first Paramount starring picture, "Manhattan."

The production is an adaptation of Jeffery Farnol's popular novel, "The Definite Object," a story of New York's gang life, laid in "Hell's Kitchen." Miss Logan has the role of Mary, a girl of the tenement district whom Dix, as Peter Minuit, meets through her younger brother, Spike. It seems, wants to show Bud McGinnis, czar of all New York's gangland, just what he can do. He pussy-foots in through the window of Minuit's home to steal anything just to show Bud he isn't yellow. Minuit catches him and there hangs a tale—the tale of "Manhattan," just about the fastest-moving and most entertaining crook drama that's ever reached the screen. R. H. Burnside directed.



Richard Dix  
in the Paramount Picture  
"Manhattan"  
Production Mat

NS who saw Richard Dix, featured with Bebe Daniels, in "Hell's Kitchen," know that he arrived at full-fledged stardom. "Manhattan," coming to the theatre next week, will be the first picture in which Dix makes his first appearance at the head of his own company. "Manhattan," a Paramount picture by Paul Sloane and Frank Tuttle, adapted from Jeffery Farnol's novel, "The Definite Object," deals with the life of a rich, young New Yorker, who, in search of excitement, gets himself mixed up in the gang life of New York's "Hell's Kitchen." A beautiful romance develops between the heroine and the young man, while the heroine's life is a constant appeal.

cast of stellar proportions has been selected to support Dix. Bebe Daniels, Miss Logan, Gregory Kelly, known on the stage for his work in the Tarkington plays, "Seventeen," "Tweedles," "Clarence," etc.; George Seigmann, in a "heavy" role as the old war-horse, Oscar Figman, Edna May Oliver, Alice Chapin and others have prominent parts. R. H. Burnside directed the production, his first screen work.

and Gunboat Smith  
Mix It in "Manhattan"

No prize fighter ever trained harder for a fight than Richard Dix did in his first starring picture for Paramount, "Manhattan," an adaptation of Jeffery Farnol's story, "The Definite Object." Every day Dix boxed three rounds with the veteran Gunboat Smith to get into trim for the strenuous fights he has in the picture. There are those who think that a picture making is a soft job, but Dix will testify that it isn't. He took a good, generous cuffing every morning from "The Gunner," as the long-lanky Smith is known to the boxing profession, and gave a few licks himself, in exchange. "Don't think that the kid can't mix it with you," said Smith, one day when he was asked what kind of a little Dix put up. "He's got a good right and his left, with a little practice, will come in mighty useful. I could make a fighter out of the boy if I wanted to, but why spoil a good picture star?"

As for Dix, "The Gunner" mightn't be as young as he used to be, but don't let anyone tell you that he's decrepit!" he says.

Smith has the part of "Joe Madden" in "Manhattan," the fighting chauffeur of Peter Minuit, the role which Dix has in the picture. The two staged several workouts for scenes in the picture to get Peter into shape for the big fight with Bud McGinnis, leader of a gang in Hell's Kitchen. Considering that George Seigmann plays the role of McGinnis, it will be seen what a task Dix has. Seigmann stands six feet, two inches and weighs over 200 pounds. The fight scene which these two stage is one that will long be remembered by motion picture fans.

"Manhattan," with Jacqueline Logan playing opposite the star and Gregory Kelly, Oscar Figman and others just as prominent in leading roles, comes to the theatre for a ..... days' run next.....

Jacqueline Logan Supports  
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The production is an adaptation of Jeffery Farnol's popular novel, "The Definite Object," a story of New York's gang life, laid in "Hell's Kitchen." Miss Logan has the role of Mary, a girl of the tenement district whom Dix, as Peter Minuit, meets through her younger brother, Spike. Spike, it seems, wants to show Bud McGinnis, czar of all New York's gangland, just what he can do. He pussy-foots in through the window of Minuit's home to steal anything, just to show Bud he isn't yellow. Minuit catches him and thereby hangs a tale—the tale of "Manhattan," just about the fastest-moving and most entertaining crook drama that's ever reached the screen. R. H. Burnside directed.

tionful scenes we find him more or less firmly established as one of the Kitchen's respected gangsters, only to be "bumped off" by one who believed him a "bull." Spike, a youngster with whom he had teamed up, brings him to his home—and that's when the trouble begins. For Spike has a truly beautiful sister and, on first sight, Minuit decides that here is that "something" worth living for.

But there's a villain in the case, Bud McGinnis (Seigmann), also in love with Mary, played by Miss Logan. He plays Peter all kinds of dirt—even tries to "finish him," but Minuit comes up smiling, wins the girl, reforms her wayward brother, reveals his real identity and they all live happily ever after in his home on the Avenue.

Here's real entertainment. Dix has always been a prime favorite with the fans and in "Manhattan," a story all his very own, he's going to prove more popular than ever. See if we're not right.

Richard Dix New Paramount Star—"Manhattan,"  
First Starring Picture, Romantic Action-Drama

Richard Dix has attained the heights—stardom. His first picture at the head of his own company is the Paramount production, "Manhattan," directed by R. H. Burnside from an adaptation of Jeffery Farnol's immensely popular novel, "The Definite Object."

In the picture Dix has the role of an active young New Yorker whose ancestors had left him more millions than he'll ever know what to do with. He is bored by the dull routine of the teas, dances and idle amusements of his set. More than anything else he craves adventure and the stodgy old island of Manhattan seems utterly unable to provide it. There's but one thing left to do and he does it—goes out in search of action, anything that promises excitement. His quest brings him to Hell's Kitchen section of the city and more thrills to the square foot than he ever dreamed were in store for him.

If it's pell-mell action and a real he-man story with unusual heart-appeal you're looking for, why don't trouble yourself to look further. Here it is—plus! Combine all the hair-raising scenes of all the screen thrillers you've ever seen, all the high spots of the funniest comedies you've ever enjoyed and there you have "Manhattan."

It's Dix's first as a star and it's a wow!

Jacqueline Logan plays opposite the star in the leading woman's role. Gregory Kelly, well known on the legitimate stage for his work in the Booth Tarkington plays, "Tweedles," "Clarence" and others and in "Little Jesse James," is also well cast as are George Seigmann, Gunboat Smith and a host of others just as prominent.

"Manhattan," one of Paramount's "Famous Forty," opens next ..... at the ..... Theatre.

Great Cast, Including Jacqueline Logan, Gregory Kelly,  
Supports Richard Dix in Paramount Picture, "Manhattan"

Playing in support of Richard Dix in his first Paramount starring picture, "Manhattan," coming to the ..... Theatre for a run of ..... days on ..... next, are Jacqueline Logan, leading woman; Gregory Kelly, as a member of a notorious gang of thugs of New York's Hell's Kitchen where the scenes of the production are laid; George Seigmann, in a heavy role, and Gunboat Smith.

"Manhattan" was adapted for use on the screen by Paul Sloane and Frank Tuttle from Jeffery Farnol's novel, "The Definite Object." R. H. Burnside directed the production, his first picture work.

Others in the strong cast of the picture include Oscar Figman, Edna May Oliver and Alice Chapin. Hal Rosson did the photography.

The story is a gripping tale of New York's gang life, by a New Yorker who knew what he was talking about. Farnol ate and slept right in the surroundings of which he writes. Everything about the picture is authentic—and as far as entertainment goes, that's the real thing, too!

Otherwise Known as an "Actor's Cinch"

Richard Dix spent his first day as a star lying in bed with an ice pack on his head.

Richard was not ill, but the story of "Manhattan," his first starring picture to Paramount, called for his regaining consciousness after a gangster's attack. Therefore an ice pack was put into to reduce a large sized bump on his head, and bits of cotton and adhesive tape covered the marks of battle on his face.

"Not a bad way to keep cool under the studio lights on day," commented Dix.

Playing in support of the star in "Manhattan," due at the Theatre for a ..... days' run on ..... next, are ..... Logan, Gregory Kelly, George Seigmann and others just as well known.

R. H. Burnside directed the picture, his first work for the screen.

Star Cuts

Aside from the usual line of cuts prepared on its productions, Paramount is prepared to supply exhibitors with cuts of all its stars.

These cuts may be obtained in one, two and three-col. sizes. There are also circle thumbnail cuts in both coarse and fine screen.

Cuts are all produce perfect 55-screen and re-stock. They are ready on newspaper.

By simply adding a little copy made into a these cuts may be attractive ads.

Price list on the post of all cuts and mats after page.

Don't forget numbers when ordering.

than to have a young New Yorker with more jack than he knows what to do with seeking a thrill? Everything he tries goes flat, until he falls in with the tool of the gang leader of Hell's Kitchen—that famous section of New York where men are men—hard-boiled men, even if there are no open spaces. Then things begin to happen.

Young Peter meets Mary and gets the first big thrill of his life. What he does to get Mary out of Hell's Kitchen and into millionaire row furnishes more laughs and kicks than you can count. Here you have the adventure story, the Cinderella story and melodrama all stirred into a delectable picture tastefully spiced with snappy titles.

Richard Dix as the carefree young millionaire, Peter Minuit, will knock the flappers for a row of bath houses in this one. He's a star and no mistake about it. "Manhattan" proves it. The scene he has with the ventriloquist dummy on the morning after a hard night with the bibulous owner of the manikin is one of the funniest I have ever seen on the screen. Someone once said: "If you want to be successful, be yourself." Dix is himself in this picture, and I miss my guess if those in the 50-cent seats don't rave over him.

"Manhattan" is a picture for entertainment purposes only. There is no moral to adorn the tale. Just good, wholesome fun, with a charming love story to make you feel good, and a couple of fights to send the thrills up and down your spine. By actual count there are fifty-seven hearty laughs, forty-nine medium laughs and 152 snickers in "Manhattan." Who could go wrong with a picture like this? I ask you, now, who could?

After you stop laughing you start gasping in this picture. Dix and Gunboat Smith do some very neat boxing in one of the scenes, each getting knocked down three times. They exchanged real blows. This is all preliminary to the big fight between Dix and George Seigmann. They go after it, hammer and tongs, in a knock-down-and-drag-out scrap that sends them crashing through a balcony railing for a fall of fifteen feet to the top of a billiard table. It's breath-taking and thrilling.

R. H. Burnside, who makes his debut as a Paramount director with this picture, selected an excellent supporting cast for Dix. Jacqueline Logan is the girl. Everyone knows how well she can play these girl-of-the-underworld parts. Gregory Kelly, the stage star, plays Spike; George Seigmann is superb as Bud McGinnis, the leader of the Hell's Kitchen gang, and Gunboat Smith, the ex-prizefighter, makes an excellent Joe Madden. Oscar Figman, whose name is known to all followers of the stage, has the role of the butler, and Edna Mae Oliver, who did such excellent work in "Icebound," plays the Widow Trapes. Not a large but a very effective cast.

Frankly, I have never seen a more sure-fire picture than "Manhattan." It will certainly give Dix the right send-off as a star in Paramount pictures.

Do not think that I am too enthusiastic. I am hard-boiled in my judgment of pictures. I don't often get up on my hind legs and shout, but this is once that I feel like it.

"Dix's First

Star Film, a Knockout

"Not a star in name only." That's the impression one comes away with after seeing Richard Dix's first Paramount starring vehicle, "Manhattan," which was shown for the first time in ..... at the ..... Theatre last night.

The story is an adaptation by Paul Sloane and Frank Tuttle of Jeffery Farnol's novel, "The Definite Object." R. H. Burnside directed the picture, his first screen work.

"Manhattan" tells of a well-to-do young bachelor who suffers strangely from a malady which, to put it mildly, is almost driving him batty—inactivity. Peter Minuit, that's the star's role in the production, wants to be up and doing. And then one night adventure comes stalking in through his library window and the lid is off and genuine excitement and thrills are the order of the evening.

"Manhattan" is advertised as Dix's first star picture. If it's any example of what's coming after, we say, hustle 'em along!

Jacqueline Logan is leading woman opposite the star. Gregory Kelly, prominent on the legitimate stage, George Seigmann and Gunboat Smith heads the strong supporting cast.





# ADS THAT COUNT PAPER THAT

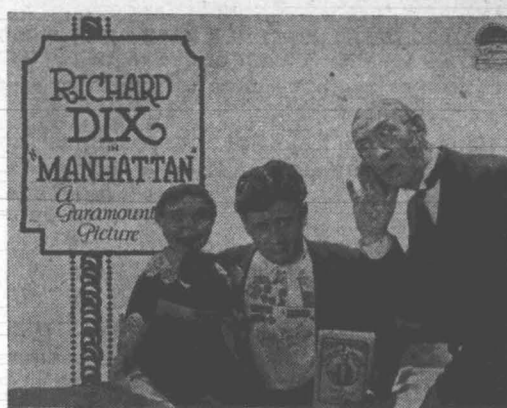
Your Exchange has m

Richard Dix in "M  
"If It's Worth Running, It's V



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SET OF EIGHT COLORED LOBBY CARDS

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Three Sheet (3A and 3B).....	.45	Supplementary (Two Column) (Adv. Only) ..	.10
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Twenty-four Sheet (24A).....	2.40	Four Column (Adv. Only).....	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored).....	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
11 x 14 Set of Eight (Colored).....	.60	Insert Cards (14 x 36 in. to fit above).....	.25
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ADVERTISING CUTS		Heralds, per thousand.....	3.00
One Column .....	.35	Announcement Slide .....	.15
Two Column .....	.65	Publicity Photos, Each.....	.10
Supplementary (Two Column).....	.25	Trailers—National Screen Service	
MATS, ADVERTISING, PRODUCTION, ETC.		126 W. 46th St., New York City	
One Column .....	\$ .05	845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	
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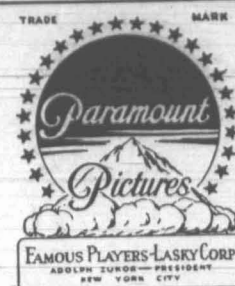
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on 22 x 28 lobby cards and frames!





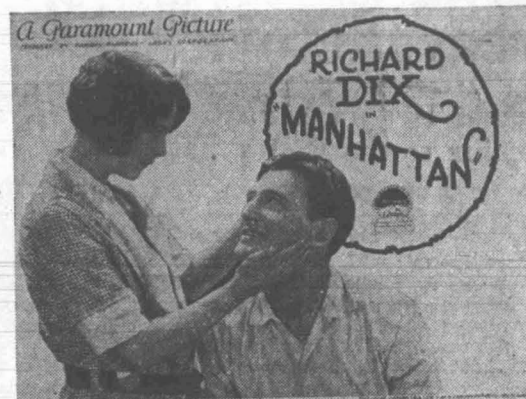
# Dix in "Manhattan" R THAT PACKS THE PUNCH

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Insert cards are the handy men  
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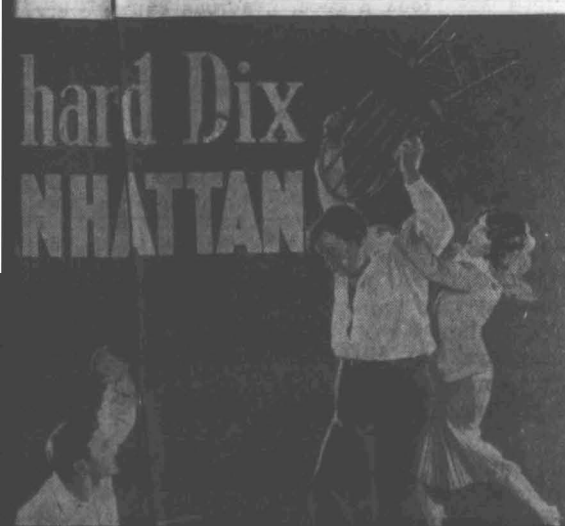
National Screen Service, Inc., issues an excellent Service Trailer on "Manhattan."

This consists of main title and 75 feet of film, and costs \$5 during the first four months after release date. Refund of \$1.50 if returned within two weeks of shipment. Thereafter, cost is \$2.50. Refund of \$1 if returned within 2 weeks.

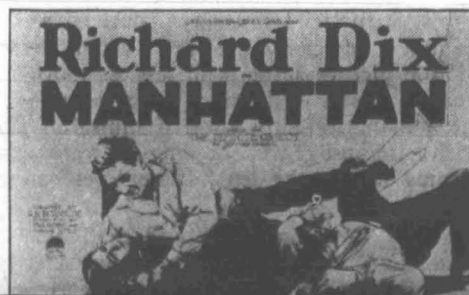
Regular trailer service on all productions \$25 monthly.

See Price List for list of National Screen Service, Inc., offices.

WIRE OR WRITE—GIVING EXACT PLAY DATES



*Put the picture over the top by  
 putting posters over the town.  
 Here are real business-getters!*







SET OF EIGHT COLORED LOBBY CARDS,

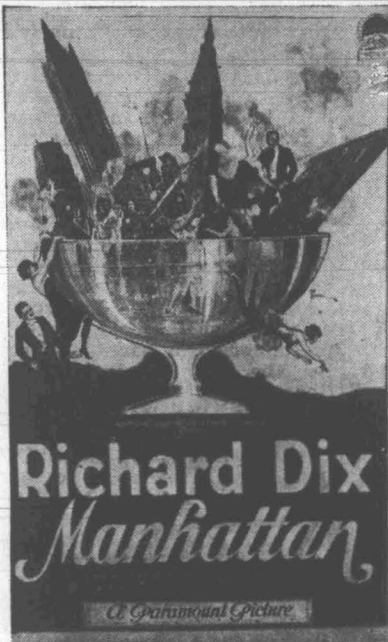
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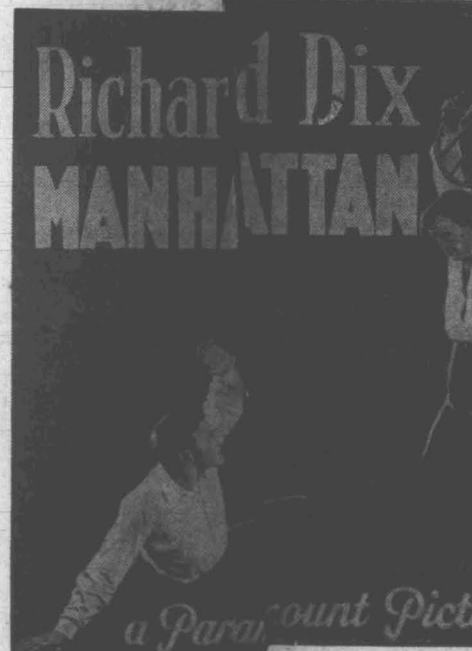


One Sheet Poster 1A

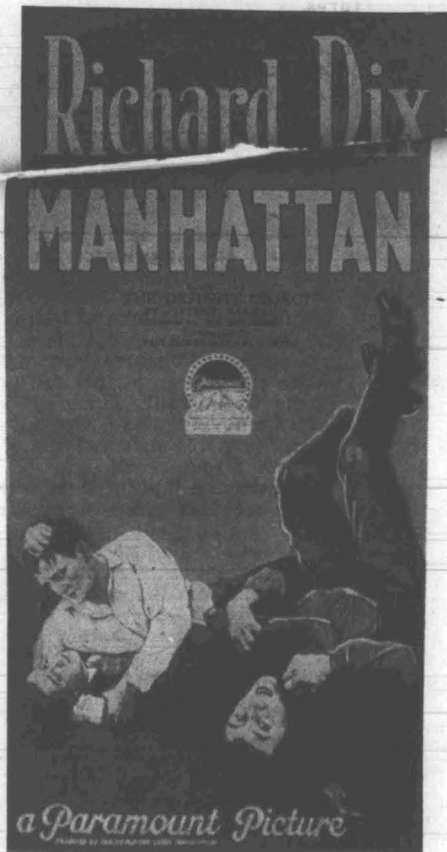
Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster





COLORED LOBBY PHOTOS—EACH 11" x 14"

## Trailers Build Business!

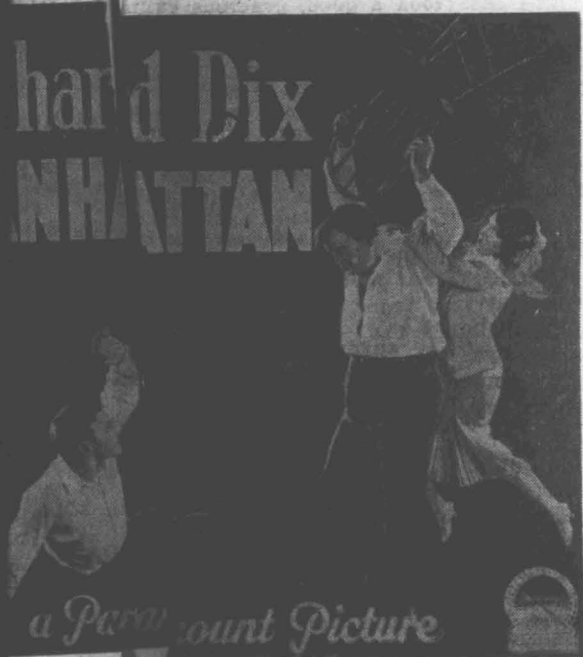
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Sheet Poster 6A

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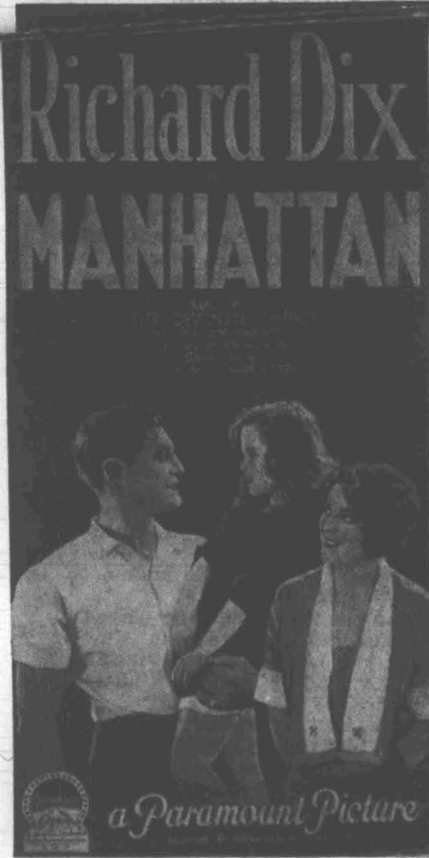
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One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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